

# DATA DATE



## data-date passport club

### WHAT IS DATA-DATE AND DATA-DATE PASSPORT CLUB?

... a swift and scientific way to meet compatible dates, share exciting social events and adventurous vacations.

#### HOW DOES IT WORK?

Describe your personality, interests, attitudes and appearance and those of the date you want to meet by completing DATA-DATE's questionnaire. This information is processed by DATA-DATE's electronic computer and cross-matched with data provided by single people of the opposite sex. You then receive a list of dates who fit your description, share your interests, and want to meet you. Your name also appears on their list.

DATA-DATE's computer is not a lie detector. The computer evaluates all available data about you and your prospective dates and matches you with members of the opposite sex most compatible for your individual personality. Answering DATA-DATE's questionnaire honestly, legibly and realistically will bring you a swift introduction to compatible persons you had previously hoped to meet by chance.

The computer ensures that your data will be kept confidential. Names of DATA-DATERS are not released to other organizations.

Your answers to DATA-DATE's questionnaire determine quality and quantity of people you will meet and group activities in which you will be invited to join. These activities provide an opportunity to meet new friends who share your interests. Group activities are optional but many DATA-DATERS prefer to meet their dates in an informal group atmosphere.

Your list of dates will be mailed to you immediately after DATA-DATE's next processing. Please allow at least three weeks for your list of matches to reach you.

Watch for further news of DATA-DATE and DATA-DATE PASSPORT CLUB in this paper.

#### DATA-DATE PASSPORT CLUB

First of its kind anywhere . . . combines electronic computer matching with the services of an established travel agency and social secretary to arrange social and educational events, weekend and holiday travel at home and abroad for groups of compatible singles. An equal number of men and women selected by the computer will be included in each event.

See the back page of this ad for further details of PASSPORT CLUB activities and benefits.

### Why DATA-DATE?

Clients of DATA-DATE give these reasons:

1. MORE AND BETTER SOCIAL CONTACTS: Dominion Bureau of Statistics Bulletin 84-202 says that single Canadians have a fifty-fifty chance of marrying someone living within fourteen blocks of their home. How dull! Why settle for restricted social horizons when you could be sharing new and exciting experiences with compatible people.
  2. SAVE TIME AND MONEY: Modern society's rapid pace leaves less time to search for those people with whom you might share a meaningful relationship. DATA-DATE quickly and economically searches them out for you.
  3. SOLVE SINGLE GIRLS' DILEMMA: Too many intelligent, attractive women are tired of sitting at home waiting for the phone to ring. The phone doesn't ring because men assume these women are "booked up." DATA-DATE allows women to take the dating initiative without being considered brash or forward.
  4. SOCIAL INVOLVEMENT: People are not content to sit at home and watch TV when they could be meeting exciting individuals and sharing new experiences. DATA-DATE involves you with other people.
  5. FACILITATE BETTER MARRIAGES: One Data-Dater wrote: "I don't want to get married until I know what my true feeling are. The only way I can get to know myself and my feelings better is to date many others beside my (present) steady . . ." Parents have realized that DATA-DATE can help in widening their sons' and daughters' circle of friends and dating opportunities.
  6. FOR FUN AND ADVENTURE: You'll never know whom you missed unless you let DATA-DATE introduce you to the swinging singles you haven't yet met.
- \*\*AND NOW - DATA-DATE offers you the opportunity to travel in compatible groups and the opportunity to participate in DATA-DATE sponsored activities.

### Who uses DATA-DATE?

- Doctors, teachers, lawyers, ministers, nurses, and other professionals who cannot go through the time-consuming rituals of meeting people in the conventional manner.
- Newcomers to a large impersonal city who do not wish to sit at home for months waiting for the "right" person to come along.
- People in occupations in which contacts with members of the opposite sex are limited.
- Students attending a new school, institute, or university who want to avoid the frustration of unpleasant or incompatible dates.
- Widowed, divorced, and separated people who have been out of touch with unattached individuals and who want to start a new life.

There is no reason why any single person sixteen and over should not use the services of DATA-DATE.

### REGISTRATION

DATA-DATE's eight dollar (\$8.00) registration fee covers:

1. Registration for one year.
2. Key punching your data onto computer cards and translating the data on these cards onto our computer discs.
3. Comparing your data with that of the other daters in our files.
4. Selecting your dates and mailing you a list of their names, addresses, phone numbers, main interests, and occupations. (If no suitable matches are found, you will be notified and your data will remain on file at no extra cost until you receive your list.)
5. Notifying your dates that you are their match.
6. Opportunity to participate in DATA-DATE sponsored social activities and group travel.

### FEES

1. DATA-DATE service only ..... \$ 8.00  
(This fee includes your first list of matches)
2. Passport Club membership (only for persons who have already enrolled in DATA-DATE) ..... \$12.00
3. DATA-DATE and DATA-DATE Passport Club ..... \$20.00

NOTE: Your data remains on file for one year. To obtain future lists, either:

1. Send \$3.00 (and your DATA-DATE ID number) whenever you would like an additional list of new names.
- or 2. Send an additional \$12.00 now and automatically receive a list of new names after each processing at no additional charge.



The outcome of your matching experiences is of great interest to DATA-DATE, and fifty dollars will be awarded periodically to the writer of the most amusing or pertinent anecdote to his or her dating experiences.

### The DATA-DATE Method

1. Detach the answer section (Part Six).
2. Read each statement (or question) carefully; and then enter your selection (or answer) in the appropriate BOX in the answer section.
3. Choose only one answer for each question. Answer each and every question (except in Part Four).
4. Legibly print your name, address, and telephone number on the answer section. Please underline which of your given names you wish to be called.
5. Together with an eight dollar (\$8.00) membership fee, mail the answer section to: DATA-DATE, P.O. Box 4204, South Edmonton. Although cash is acceptable, we encourage you to consider the wisdom of a cheque or money order. Please add exchange to out-of-town cheques. Make cheques and money orders payable to DATA-DATE.
6. The rest is up to us - and the computer! You have furnished the DATA; we will furnish the DATE.

